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**Position: Fundraising Executive**

Minimum of 21 hours per week, maximum of 35 hours per week;

**Responsible to:** Relationships Manager

**Salary:** £27,000 per annum (pro-rated for part-time)

**Length of contract: Fixed term until January 28th 2022**

**Toynbee Hall**

Toynbee Hall works for a fairer, happier future. Based in Tower Hamlets and working across the East End, we support some of the UK’s most deprived communities: providing access to free expert advice, vital practical support in our community spaces and garden, and opportunities for people to work together to tackle social injustice and the barriers that hold them back.

Each year, we reach 14,000 people directly with a range of support that:

* improves people’s financial health
* provides access to justice and advice
* improves wellbeing and social networks
* helps people develop the skills they need to work together to drive change.

This is an exciting - and pivotal - time for Toynbee Hall. Just before Covid-19 struck, we completed an ambitious, multi-year redevelopment that added bespoke Community and Advice spaces, an open community garden, and new programmes that bring the community together to work to create a more sustainable future. While the recovery from the Covid-19 pandemic will be a huge challenge to an area among the hardest hit in the UK, there are also great opportunities to develop and drive forward ambitious and creative solutions to tackle disadvantage and shape the systems needed for a fairer, happier future for London. This role will play a vital part in ensuring that these opportunities can be realised and that our fundraising is as equally creative, ambitious, and community focused.

We are especially keen that our staff team and trustees are strongly connected to our local area and bring an understanding of and passion to work with the diverse communities around us. As an organisation that has throughout its history sought to give a voice to those communities, this is particularly important and we encourage all applicants for roles here to think about what they can bring in this respect.

**The role**

* Administration and manipulation of the Raiser's Edge database (prior experience of fundraising CRM essential)
* Recording of donations and ensuring donors are thanked promptly
* Support delivering the Christmas Appeal and The Big Give
* Supporting with the delivery of donor cultivation events
* Promoting appeals online

We are looking for a skilled and proactive Fundraising Executive to lead our individual giving programme, supporting the development of new investment and diversification of funding.

The role will form part of a dynamic and supportive Development and Communications team of five where you will have the opportunity to apply your skills across a broad range of fundraising and communications activities, while focussing on individual giving..

The key aspects of this role include:

1. Developing and delivering our individual giving programme and annual appeals to grow the number of people supporting Toynbee Hall and ensure that supporters feel valued.
2. Managing and developing the fundraising communications on our website and social media, including regular donor communications.
3. Overseeing the administration systems of the Development & Communications team, including management of our database, Raiser’s Edge.

**Main Duties and Responsibilities**

**Managing an individual giving programme that appeals to new donors and builds long term engagement with the impact of our work: (50%)**

* Build and implement a plan to grow our individual giving programme that gives year-round engagement to supporters, involves them in the impact of their donations, and provides opportunities to increase their support.
* Develop engagement of potential donors from current and ex-volunteers, companies, the local community, and visitors to our heritage exhibition onsite
* Managing and expanding specific campaigns including The Big Give and our Christmas Appeal with the aim of increasing their digital reach and impact

**Extending our digital reach and communicating the importance and impact of donations on our website, social media and public profile: (25%)**

* Develop our existing online fundraising to drive increased donations, engagement and reach by highlighting the voices, experiences and assets of our community
* Provide relevant and engaging social media content for our supporter audiences

**Take a lead role in managing Development systems (25%)**

* Ensure that Raisers Edge is up-to-date and that reporting systems function effectively
* Work with the finance team to log and register income and claim gift aid
* Administrative support for legacy giving and major donor gift donations
* Support members of the Development Team in researching prospects, developing bids for our high value audiences, and organising events

**Personal Qualities, Experience and Competencies**

The preferred candidate will:

* Have experience of working with Raiser’s Edge 7 or a similar fundraising focused CRM system
* Have experience of utilising digital tools to drive donor recruitment and retention
* Be organised, able to effectively work under pressure, use independent judgement and attention to detail, and produce a high-quality work within tight time constraints
* Be an effective and personable relationships manager, quick to develop strong and friendly connections with our supporters and volunteers and also their colleagues
* Be able to write and talk in an articulate and engaging manner and tailor their communication to a variety of audiences. Experience in communicating impact to stakeholders and supporters is an advantage.
* Be happy to work to and regularly report on agreed objectives
* Be passionate about social change, the power of community, and committed to Toynbee Hall’s values.
* **A strong personal connection with East London would be a real asset, and candidates should bring a passion for working with and engaging the diverse community around us and an understanding of their needs.**

**Learning and Development**

Toynbee Hall provides induction and project training. We support the development of relevant skills through qualifications and other learning and development opportunities. All employees receive regular support and supervision to facilitate their learning and development.

**Volunteers**

Volunteers are at the heart of Toynbee Hall’s work. All Toynbee Hall staff will be expected to support the volunteering ethos and to work alongside the volunteer team to promote and facilitate the involvement of volunteers wherever appropriate. All staff members also have access to 2 volunteer days per annum.

**Location and Working Hours**

Pre-Covid, this post was office based at Toynbee Hall, 28 Commercial Street, London E1 6LS. Covid-19 restrictions permitting, there still remains the option of working at the office throughout or for part of the week with the option of home-working also available. Currently, the Fundraising and Communications Team has an agreed weekly Team day in the office where we are all in, which is Tuesday.

**Person Specification**

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| **Requirement** | **Essential** | **Desirable** |
| Education/ training | A-Level, formal equivalent, or demonstrable ability to work at this level |  |
| Experience | * Experience of fundraising from individuals, working in fundraising, marketing, communications, or customer relationship based role * Experience using social media platforms and digital tools to drive donor income | * Experience of fundraising from community groups or staff groups * Experience of working in a team environment |
| Skills | * Good numeracy skills * Experience working with data and databases, particularly fundraising CRM * Excellent written and verbal communication skills * Excellent attention to detail and highly organised * Computer literate with experience of using social media in a professional or similar way | * Experience of working with Raiser’s Edge 7 wordpress, and utilising social media platforms to drive engagement |
| Knowledge, understanding & awareness | * Understanding of the importance and role of individual giving as part of the fundraising mix. * Understanding of Equal Opportunities | * Knowledge and understanding of impact of structural disadvantage on individuals, families and communities |
| Personal attributes | * Enthusiastic and willing to take on a challenge * Interested in the work of Toynbee Hall * Able to prioritise own workload and act on own initiative * Creative and enthusiastic team player with a can-do attitude * Quick to learn and proactive about seeking out learning opportunities |  |